

Lawn Care for Cleaner Air Rebates Air Pollution Control District



KPI Owner: Michelle King

LCCA Program

Baseline, Goal, & Benchmark	Source Summary	Continuous Improvement Summary
<p>Baseline: CY 2014: 466 rebates</p> <p>Goal: Increase rebate issuance levels to pre-budget reduction levels in 5 years; 500 rebates in CY 2015</p> <p>Benchmark: TBD</p>	<p>Data Source: LCCA database/LeAP Journal Detail Reports (ad invoices)</p> <p>Goal Source: Prior year program data</p> <p>Benchmark Source: TBD</p>	<p>Plan-Do-Check-Act Step 3: Determine and quantify root causes</p> <p>Measurement Method: Number of LCCA rebates and ad purchasing tracking invoices</p> <p>Why Measure: Understanding program performance in relation to program spending</p> <p>Next Improvement Step: Develop an emission reduction-based KPI</p>

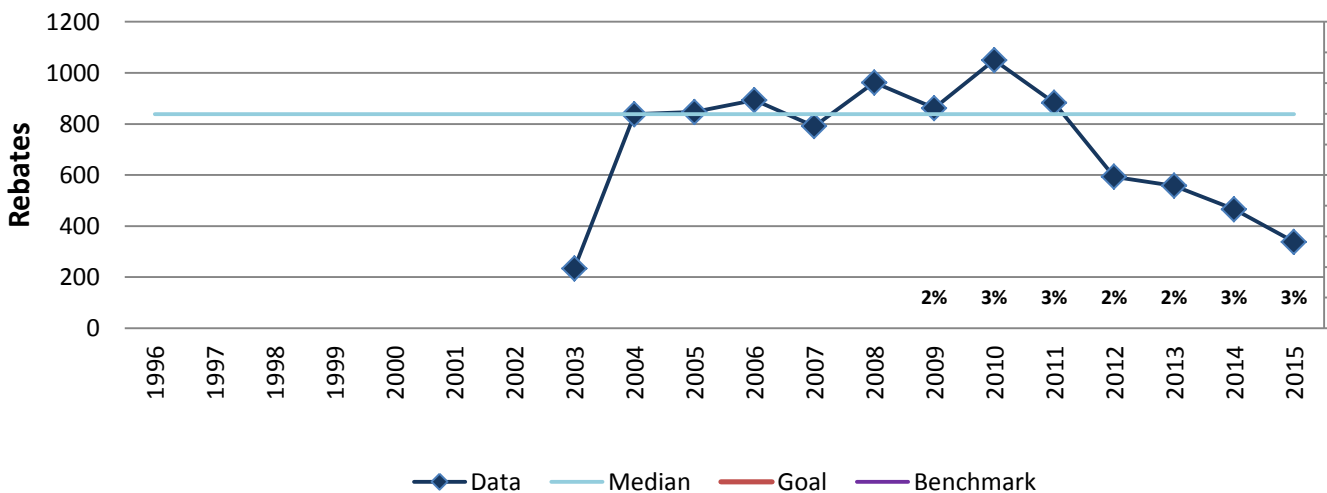
How Are We Doing?

2011-2015 5 Year Goal	2011-2015 5 Year Actual		2015 Goal	2015 Actual	
N/A	2,838		500	338	
Rebates	Rebates		Rebates	Rebates	

Lawn Care for Cleaner Air Rebates



Good



Number of Rebates Distributed Against Prior Year Advertising Dollars Spent

